

Resolution 2015-05

**A RESOLUTION OF THE FLORIDA CHAMBER OF COMMERCE AND CITY OF DEFUNIAK SPRINGS SUPPORTING AT LEAST A \$20 MILLION ANNUAL INVESTMENT TO MARKET AND BRAND FLORIDA'S IMPROVING BUSINESS CLIMATE, EDUCATIONAL PERFORMANCE AND COMPETITIVENESS, AND AN EFFECTIVE DATE.**

**WHEREAS**, The State of Florida should be proactive in attracting jobs and new businesses to our state. and;

**WHEREAS**, other states, such as New York, Texas and Ohio use print, internet and television media to market businesses to their state. and;

**WHEREAS**, in 2013, California spent at least \$50,000,000 promoting its state's business climate to businesses outside of its borders. and;

**WHEREAS**, in 2013, Connecticut spent at least \$27,000,000 promoting its state's business climate to businesses outside of its borders. and;

**WHEREAS**, in 2013, Michigan spent at least \$25,000,000 promoting its state's business climate to businesses outside of its borders, and;

**WHEREAS**, Enterprise Florida has created a professionally-developed branded campaign, "THE PERFECT CLIMATE FOR BUSINESS" that highlights Florida's competitiveness. and;

**WHEREAS**, Florida has been ranked by *CHIEF EXECUTIVE MAGAZINE* as the NO. 2 state in the United States in which to do business. and;

**WHEREAS**, Florida has numerous resources to help grow and support new and relocating businesses, such as Enterprise Florida, the Department of Economic Opportunity, Grow Florida, The Florida Economic Development Council, the Small Business Development Center, Local Chambers of Commerce, the Florida High Tech Corridor and more, and;

**WHEREAS**, Florida's business community previously piloted a \$1,700,000 project to support Florida's business brand and marketing efforts, and;

**WHEREAS**, Florida has the number one tax climate in the South East, according to the Tax Foundation, and;

**WHEREAS**, Florida has earned top rankings in Harris Poll's most desirable places to live since the survey's inception, and;

**NOW, THEREFORE BE IT RESOLVED BY** the Florida Chamber of Commerce that:

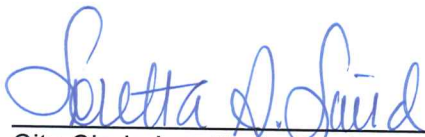
(1) The City of DeFuniak Springs encourages Florida's executive and Legislature leaders to allocate at least \$20,000,000 to Enterprise Florida in an effort to fund a professionally-managed marketing and branding campaign in targeted states to help raise awareness of the many improvements Florida has made to its education and tax climate. The Legislature and Governor Rick Scott have made hundreds of improvements in Florida and the story needs to be professionally told.

(2) This resolution shall be effective upon passage.

PASSED AND ADOPTED this 23rd day of February, 2015.

City of DeFuniak Springs

Attest:

  
\_\_\_\_\_  
City Clerk, Loretta A. Laird

  
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Mayor, Robert "Bob" Campbell